

Full Year 2025	1-mile Radius	3-mile Radius	5-mile Radius	10-mile Radius	70% True Trade Area
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TOTAL POPULATION

Total Population	7,796	52,721	100,870	236,627	355,710
Total Daytime Population	14,155	86,584	146,844	263,405	358,358

TOTAL HOUSEHOLD INCOME

Total Households	3,469	23,612	42,825	95,036	134,917
Median Household Income	\$63,256	\$83,504	\$87,417	\$91,746	\$89,078
Average Household Income	\$77,081	\$100,880	\$105,629	\$109,207	\$105,322
Under \$15,000	14.3%	8.7%	7.5%	6.1%	6.2%
\$15,000 — \$34,999	17.8%	13.5%	12.3%	10.7%	11.0%
\$35,000 — \$49,999	14.7%	10.7%	10.6%	8.7%	9.2%
\$50,000 — \$74,999	19.8%	16.7%	16.1%	16.4%	16.5%
\$75,000 — \$99,999	15.8%	14.5%	13.1%	14.1%	14.3%
\$100,000 — \$124,999	7.2%	10.4%	11.8%	12.7%	13.1%
\$125,000 — \$149,999	4.6%	8.4%	8.7%	9.6%	9.3%
\$150,000+	5.8%	17.0%	19.8%	21.7%	20.4%

BUSINESSES

Total Businesses	909	3,390	5,363	8,221	10,292
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RACE/ETHNICITY

White/Caucasian	67.7%	72.4%	73.1%	69.7%	69.8%
Black/African American	5.4%	3.1%	2.7%	3.4%	3.5%
Asian/Pacific Islander	6.0%	5.6%	5.9%	6.7%	5.5%
Hispanic/Latino	12.1%	9.5%	9.2%	9.9%	10.9%
Other	8.8%	9.4%	9.1%	10.3%	10.3%

Source: Advan, 2024.